

MEMORANDUM

September 20, 1999

TO: Holly Russell
FROM: Jocelyn Serio
RE: Media Update on Weight Data
Cc: B. Waters, Lisa Weiss, L. Draho

Following is a comprehensive report of media pick up surrounding the Wellbutrin SR weight study. New information since the last report appears in bold and includes television pick up in Detroit, San Diego and Tampa.

To date, news of the weight study has been carried by:

- II More than 70 local television stations
- II More than 52 local newspapers and consumer magazines nationwide and in the United Kingdom
- II More than 9 Internet outlets nationwide
- II 12 trade publications in the United States

Media impressions exceed 15 million (not including wire and Internet impressions).

I will continue to send new information to you as it comes in.

CWG 9426

GTP123-3090

MEDIA INTEREST/COVERAGE ON DUKE STUDY

Wires

- *The Associated Press*, 5/19, circulation unavailable (millions)
Ran story "Glaxo Depression, Smoking Drug Has New Use."
- *Scripps Howard News Service*, 5/28, circulation unavailable (millions)
Ran weight loss story that was subsequently picked up by smaller daily newspapers across the nation.

Broadcast

- *WSOC-TV* (ABC), Charlotte, 5/18, viewer number unavailable
Mentioned weight study during 11:00 PM "Eyewitness News Tonight."
- *WTVD-TV* (ABC), Raleigh/Durham, 5/18, 102,000 viewers
Reported that "bupropion, a drug that reduces depression and can help quit smoking now shows it can promote significant weight loss as well. . ." during 5:00 PM broadcast of "News Channel 11 at 5:00."
- *WKRC-TV* (CBS), Cincinnati, 5/18, 122,000 viewers
Mentioned bupropion/weight study during 11:00 PM broadcast of "Channel 12 News Tonight."
- *KHOU-TV* (CBS), Houston, 5/19, 250,000 viewers
Mentioned weight study on 10:00 PM "11 News at 10."
- *WCNC-TV* (NBC), Charlotte, NC, 5/19, 38,000 viewers
"Bupropion SR has been found by Duke University to be able to control weight too, not just depression . . ." mentioned on 5:00 PM "6 News."
- *WLFL-TV* (FOX), Raleigh/Durham, 5/19, 34,000 viewers
Mentioned "Glaxo Wellcome's drug" can help people lose weight on 10:00 PM broadcast of "Fox 22 10 O'Clock News"
- *WRAL-TV* (CBS), Raleigh/Durham, 5/19, 143,000 viewers
Mentioned weight study on 5:30 PM broadcast of "Five Thirty News."
- *WRAL-TV* (CBS), Raleigh/Durham, 5/19, 143,000 viewers
Mentioned weight study on 11:00 PM broadcast of "Eleven O'Clock News."
- *WRAZ-TV* (WB), Raleigh/Durham, 5/19, 23, 000 viewers
Weight study mentioned on 10:00 PM broadcast of "News At Ten"

Web 9427

- *WPTF-FM*, Durham 5/19, viewer number unavailable
Interviewed Dr. Gadde for story that ran same day.
- *WRAL-TV* (CBS), Raleigh/Durham, 5/20, 88,000 viewers
Mentioned weight study on 5:30 AM broadcast of "Morning News."
- *WSOC-TV* (ABC), Charlotte, 5/20, viewer number unavailable
Mentioned weight study during 5:00 AM broadcast of "Eyewitness News Daybreak."
- *WIAT-TV* (CBS), Birmingham, 6/6, 26,000 viewers
Mentioned Duke weight loss study on 10:00 PM broadcast of "42 Daily News at 10:00."
- *KFOR-TV* (NBC), Oklahoma City, 6/7, 48,000 viewers
"A recent study at Duke University revealed that women who took an anti-depressant drug called Wellbutrin lost four times the amount of weight lost by those who took a placebo" ran on 4:30 PM broadcast of "Newschannel 4 at 4:30."
- *WISH-TV* (CBS), Indianapolis, 6/8, 68,000 viewers
Mentioned Duke weight study on 5:00 AM broadcast of "News 8 Daybreak."
- *WHBQ-TV* (FOX), Memphis, 6/11, 28,000 viewers
"Duke University researchers say that Wellbutrin, a drug used to treat depression, may also help you lose weight and stop smoking" aired on 11:00 PM "Fox Middyay."
- *WGAL-TV* (NBC), Harrisburg/Lancaster, 6/14, 53,000 viewers
"Depression drug is weight loss tool. . ." ran on 5:30 AM broadcast of "News 8 Morning Report."
- *WBEM Radio* (CBS), Chicago, 6/24, audience number unavailable
Mentioned that Zyban can help people loose-weight by making them feel satisfied.
- *KTNV-TV* (ABC), Las Vegas, 6/25, 30,000 viewers
"Duke University researchers say Wellbutrin may not only help depression but may also help you lose weight" ran on 11:30 PM broadcast of "News 13 Inside Las Vegas." Piece ran along with images of Wellbutrin box and a woman weighing in.
- *WKMG-TV* (CBS), Orlando, 6/27, 118,000 viewers
Ran "Depression drug helps lose weight. New study shows patients taking Zyban (Wellbutrin) lose weight" on 11:00 PM broadcast of "6 News." Piece ran along with images of Zyban bottle and pills.

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- *WCCO-TV* (CBS), Minneapolis, 6/30, 205,000 viewers
Ran "Zyban, is an antidepressant but it has also been found to aid in weight loss. Duke researchers say that the drug makes people feel more satisfied with their food intake," on 5:00 PM broadcast of "The Five O' Clock News."
- *Carolina Broadcast News*, Raleigh, NC
Broadcast News interviewed Dr. Gadde in his office, along with a patient who lost 71 pounds in one year and agreed to be interviewed. *Broadcast News* sent its raw tape to Ivanhoe Broadcast News (based in Orlando) which shipped tapes to 138 TV stations across the USA. This segment includes three versions of the story - general, women's health and medical news. Stories have begun to air and include some of the following new broadcasts:
 - *WEWS-TV* (ABC), Cleveland, 7/26, 243,000 viewers
Woman commented on how much weight she lost. . . been taking a pill called Bupropion SR and ran quote from Dr. Gadde on "Newschannel 5 at 11:00 PM."
 - *WSVN-TV* (FOX), Miami, 7/26, 116,000 viewers
Aired "Miracle weight loss . . . old pill used to fight depression is helping overweight people lose weight. It is called Bupropion SR." Also included quote from Dr. Gadde and patient, Jan Lucas, on 6:30 PM broadcast of "7 News At 6:30."
 - *WSVN-TV* (FOX), Miami, 7/27, 82,000 viewers
Aired "Duke University Medical Center uses Zyban for weight reduction." Included quote from Dr. Gadde and Jan Lucas. Ran on 7:30 AM segment of "Today in Florida."
 - *KSAT-TV* (ABC), San Antonio, 7/26, 55,000 viewers
Aired "New diet drug also fights depression . . . dieter had success with the drug bupropion" on 5:00 PM segment of "KSAT 12 NEWS."
 - *KMBC-TV* (ABC), Kansas City, 7/27, 182,000 viewers
"KMBC 9 News at Ten" ran news of weight study.
 - *KTAR-TV* (IND), Phoenix, 7/27, no audience numbers available
"Arizona Morning News" ran "Zyban has been shown to help women lose weight. . ."
 - *KTBC-TV* (FOX), Austin, 7/28, 34,000 viewers
"Fox 7 News Morning Report" ran "A drug which is used to fight depression now is being used to fight overweight . . ."

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- *WHDH-TV* (NBC), Boston, 7/28, 144,000 viewers
"7 News at 4:00" ran "A Duke University doctor has discovered that the antidepressant Bupropion SR can also suppress appetite . . ."
- *WHDH-TV* (NBC), Boston, 7/29, 105,000 viewers
"Today in New England" ran "Researchers believe that an antidepressant may help people to lose weight . . ."
- *WHDH-TV* (NBC), Boston, 7/29, 136,000 viewers
"7 News at Noon" ran "A pill that treats depression could help with weight loss ."
- *KOCO-TV* (ABC), Oklahoma City, 7/29, 88,000 viewers
"5 News at 10:00 PM" ran "Depression Pill: doctors say there is a possibility that an old antidepressant medication might be useful in fighting overweight. . ."
- *KOCO-TV* (ABC), Oklahoma City, 7/30, 230,000 viewers
"5 News at 5 AM" aired study news and quote from Dr. Gadde.
- *KOCO-TV* (ABC), Oklahoma City, 7/31, 12,000 viewers
"5 News Saturday Morning" aired "The antidepressant Bupropion SR could be the latest fat-fighter. A study indicated it can help with weight loss. . ."
- *WSVN-TV* (FOX), Miami, 8/1, 116,000 viewers
"7 News at 6:00" aired weight loss news and mentioned "an interesting side effect is that it helps people lose weight . . ."
- *KPRC-TV* (NBC), Houston, 8/2, 166,000 viewers
"News 2 Houston at 4:00" ran "A drug could be used to help people lose weight without anxiety by using an antidepressant. . .the people who received the drug did a lot better than the placebo."
- *KING-TV* (NBC), Seattle, 8/2, 216,000 viewers
"KING Five News at Six-Thirty" news of weight study.
- *KDFW-TV* (FOX), Dallas, 8/3, 103,000 viewers
"Fox 4 News At 5" ran "One pill is working without side effects . . . Jan Lucas dropped 5 dress sizes. Bupropion SR is an antidepressant that seems to be working. . .it is marketed as Wellbutrin."
- *KDFW-TV* (FOX), Dallas, 8/3, 199,000 viewers
"News 4 Texas at Nine" ran "One pill is working without side effects . . .Jan Lucas dropped 5 dress sizes. Bupropion SR is an antidepressant that seems to be working. . . it is marketed as Wellbutrin."

Cal 9430

- *WTVD-TV* (ABC), Raleigh/Durham, 8/3, 102,000 viewers
"NewsChannel 11 at 5:30" ran "Troubleshooter weight loss study to shed light on how to shed pounds without dieting. . ."
- *WKBW-TV* (ABC), Buffalo, 8/3, 104,000 viewers
"Eyewitness News at 5:00" ran "New diet drug. . ." information.
- *WPTV-TV* (NBC), West Palm Beach, 8/3, 93,000 viewers
"News Channel 5 Live on 5" ran "An antidepressant pill can also help people lose weight," along with interview with patient and Dr. Gadde.
- *WKOW-TV* (ABC), Madison, 8/3, 28,000 viewers
"Channel 27 News" ran "Doctors are finding that Bupropion, an antidepressant, is a good diet pill." They showed the patient using the Bupropion SR ("It has worked very well and I feel great") and Dr. Gadde discussing the medication.
- *KDFW-TV* (FOX), Dallas, 8/4, 97,000 viewers
"Good Day Dallas" ran "Depression drug for weight loss. John Hammarley reports a drug designed for treating depression is helping people lose weight. The drug is Bupropion SR . . . Dr. Kishore Gadde, Obesity Specialist, says they did better than those receiving placebos."
- *KDFW-TV* (FOX), Dallas, 8/4, 80,000 viewers
"Fox 4 News" ran "Depression drug for weight loss. . . a drug designed for treating depression is helping people lose weight. The drug is Bupropion SR."
- *KUSI-TV* (UPN), San Diego, 8/4, 42,000 viewers
"KUSI Morning News" ran news of weight study.
- *KLAS-TV* (CBS), Las Vegas, 8/4, 41,000 viewers
"Eyewitness News at 6" ran "Antidepressant Bupropion SR works as diet pill . . . Dr. Kishore Gadde, Psychiatrist, first noticed weight loss in patients on antidepressant."
- *News8 Cable*, Washington, 8/4, audience numbers not available
"HealthLine" ran weight loss news and comments from Dr. Gadde."
- *KABC-TV* (ABC), Los Angeles, 8/6, 361, 000 viewers
"Eyewitness News at Four" ran "Wonder pill: Bupropion SR pills. . ." Jan Lucas talked about losing weight and Dr. Kishore Gadde talked about the Bupropion SR "Group Effect."

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- *News8* (Cable), Washington, 8/6, audience numbers not available
"Daytime Report" ran "Old drug being used in new way. . ." along with patient and doctor interview and footage of prescription bottle.
- *News8* (Cable), Washington, 8/6, audience numbers not available
"Afternoon Report" ran footage news of weight loss study, along with patient and doctor footage.
- *KDFW-TV* (FOX), Dallas/Ft. Worth, 8/7, 85,000 viewers
"Fox 4 News" ran "A drug normally used to treat depression may help fight obesity; Jan Lucas, diet study volunteer, says she lost 5 dress sizes by taking Bupropion SR. . . Dr. Kishore Gadde, Obesity Specialist, discusses his discovery that the drug helped obese lose weight. . ."
- *WHTM-TV* (ABC), Harrisburg/Lancaster, 8/6, 32,000 viewers
"ABC 27 News" ran news of the weight study and mentioned the side effect of dry mouth.
- *WHTM-TV* (ABC), Harrisburg/Lancaster, 8/9, 17,000 viewers
"ABC 27 News" ran weight study news.
- *KOAT-TV* (ABC), Albuquerque, 8/9, 33,000 viewers
"Action News 7 Live at Noon" ran interview with Dr. Gadde and footage of bottle of Wellbutrin SR.
- *KOAT-TV* (ABC), Albuquerque, 8/9, 77,000 viewers
"Action 7 News Live at Five" ran interview with Dr. Gadde.
- *WJRT-TV* (ABC), Flint/Saginow/Clio, 8/9, 55,000 viewers
"Newschannel 12 at 5" ran "Hunger Pills in an old pill: Jan Lucas has dropped 5 dresses in 1 year. She took an antidepressant called Bupropion SR. She says other times when she lost weight, she still wanted to eat. This took all of that craving away. It is a brain chemical. D. Gadde hopes to learn more about this drug."
- *WICU-TV* (NBC), Erie, 8/9, audience numbers not available
"News at Eleven" ran news of the weight study.
- *WLS-TV* (ABC), Chicago, 8/11, 719,000 viewers
"7 News" ran mention of weight study along with interview with patient and Dr. Gadde.

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- **WLS-TV (ABC), Chicago, 8/15, 185,000 viewers**
"7 News" ran "The antidepressant drug Wellbutrin can now be used as a diet drug. . Dr. Kishore Gadde says that the pill worked four times better than the placebos."
- **WFTS-TV (ABC), Tampa/St. Pete, 8/23, audience numbers not available**
"28 Tampa Bay News at 5:30" ran "Use of an antidepressant drug helps lose weight . . patient says she had cravings but does not now."
- **WDIV-TV (NBC), Detroit, 8/23, 221,000**
"Newsbeat at 5:00" ran "Jan Lucas, diet study participant, took antidepressant called bupropion SR, lost weight. It may help smokers quite also."
- **WFTS-TV (ABC), Tampa, 8/24, 36,000 viewers**
"28 Tampa Bay News" ran "There is a pill that makes your hunger go away and the pounds melt off, but it does not make you anxious like some other diet products. Doctors are using this old pill in a new way. . ." Piece included interview with patient and Dr. Gadde, footage of bupropion SR and details of study.
- **KGTV-TV (ABC), San Diego, 8/31, 119,000 viewers**
"10 News at Five" picked up the weight study information and ran with an interview with Jan Lucas and Dr. Gadde.
- **KGTV-TV (ABC), San Diego, 9/1, 28,000 viewers**
"10 News Midday Edition" ran weight information, along with a quote from Dr. Gadde.
- **KGTV-TV (ABC), San Diego, 9/1, 119,000 viewers**
"10 News at Five" ran weight information, along with a quote from Dr. Gadde.
- **KOAA-TV (NBC), Colorado Springs, 9/7, viewer numbers not available**
"Five Eyewitness News" ran weight study in "Medical Breakthrough" segment, along with quotes from Jan Lucas and Dr. Gadde.
- **WZZM-TV (ABC), Grand Rapids, 9/15, viewer numbers not available**
"Eyewitness News 13 First Edition" ran "Old pill a new way . . " weight loss information along with quote from Dr. Gadde and patient.

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- *Dateline NBC*
Producer attended APA and spoke to Gadde at his poster presentation; is interested in the study and wants information about next steps in extending this study to other sites. *Dateline* contacted GW in July and indicated that they plan to contact Dr. Gadde shortly.
- *Good Morning America (ABC)*
Producer attended the APA to research story ideas. She was interested in the weight information, but indicated that she preferred to wait for six-month data.
- *CNN*
Producer interested in weight study; waiting for six-month data.

Online Media

- *Medcast*, 5/18, audience numbers not available
Interviewed Dr. Gadde at APA; story currently appears on their health and medical site. Also sent out via PRNewswire by PR agency representing Medcast.
- *Doctor's Guide*, 5/18, audience numbers not available
Picked up weight story and posted it on their health and medical website.
- *OnHealth*, 5/18, audience numbers not available
Weight story currently appears on their online health site. Site is targeted to consumers with a broad range of health and medical information.
- *BBC.com*, 5/18, audience numbers not available
BBC picked up the weight story and posted it on their internet site.
- *CNN Interactive*, 5/21, audience numbers not available
Picked up *Patriot Ledger* story on weight loss data and posted it on their online news site.
- *HealthScout*, 5/ 25, audience numbers not available
Posted "Chase Away the Blues and Fight Fat: Antidepressant May Help You Lose Weight."
- *NewsEdge: Women's Health Weekly*, 6/15, audience numbers not available
Posted "Obesity (Treatment); Anti-Depressant Drug Shows Promise As Weight-Loss Treatment." NewsEdge is a subscription-based, custom news service that reaches thousands of consumers.
- *Ivanhoe's Medical Breakthroughs*, 8/3, audience numbers not available
Posted "Antidepressant Diet" article and Real Player broadcast of interview with Dr. Gadde and Jan Lucas.

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- ***AmericasDoctor.com*, 8/99, audience numbers not available**
Posted "Antidepressants and Weight." Picked up information from *Internal Medicine World Report* and ran information about Wellbutrin SR.

Trade Publications

- *SCRIP World Pharmaceutical News*, 5/28, audience numbers not available
Ran "Weight Loss with Bupropion" in 5/ 28 edition.
- *Chemical Business NewsBase*, 5/26, audience numbers not available
Ran "Weight loss results 'Exciting, Promising' In Widely Used Drug For Depression and Smoking Cessation" in 5/ 26 edition.
- *Marketletter*, 5/31, audience numbers not available
Ran mention of weight study in 5/ 31 edition.
- *Clinical Psychiatry News*, 6/99, 31,117 readers
Carrying a report of the research presentation at the APA.
- *R&D Focus Drug News*, 6/7, audience numbers not available
Ran weight data in 6/7 edition.
- *Archives of Internal Medicine*, 6/14
Mentioned weight study in "Treatment Options for the Weight-Conscious Smoker."
- *JAMA*, 6/23, 333,133 readers
Ran Duke weight loss information in "Quick Uptakes" column.
- *Pharmaceutical Representative*, 7/99, audience numbers not available
Mentioned that trial results were presented at the APA meeting.
- *OB.GYN News*, 7/99, audience numbers not available
Ran "Bupropion May Fight Fat." Article included a quote from Dr. Gadde.
- *American Druggist*, 7/99, 103,000 readers
Ran "Wellbutrin Makes Them Thin and Happy." Article states that Dr. Gadde noticed his depressed patients were losing weight, and he "may have stumbled across a new diet drug . . ."
- *Internal Medicine World Report*, 7/15, 102,109 readers
Ran "Nondepressed Obese May Slim Down on Bupropion." Article stated that "Weight loss was greater in nondepressed obese patients receiving sustained-release bupropion, compared with patients receiving placebo. . ."

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- ***RX Pad*, 7/15, readership unavailable**
Ran mention of pilot weight study.

Newspapers and Consumer Magazines

- *The Scotsman* (United Kingdom), 5/19, 80,799 readers
Ran story, "Anti-Depressant Could Play A Key Role in the Fight Against Obesity."
- *Duke Chronicle*, (Durham, NC), 6/3, audience numbers not available
Ran the weight loss story.
- *The Herald-Sun*, (Durham, NC), 5/19, 49,883 readers
Interviewed Dr. Gadde for a story that ran 5/19.
- *Fayetteville Observer Times* (Fayetteville, NC), 5/20, 69,650 readers
Picked up *Associated Press* story and ran, "Depression, Smoking Drug Has New Use."
- *Daily News* (Jacksonville, NC), 5/20, 22,361 readers
Picked up *Associated Press* story and ran "Drug for Depression Could Aid Weight Loss."
- *Mount Airy News* (Mt. Airy, NC), 5/20, 9,450 readers
Picked up *Associated Press* story and ran brief mention of weight findings under headline, "Smoking Drug Has New Use."
- *Greensboro News & Record* (Greensboro, NC), 5/20, 34,838 readers
Picked up weight loss story from AP and ran on 5/20.
- *Press Journal* (Vero Beach, FL), 5/21, 34,838 readers
Ran "Anti-Depressant, Anti-smoking Pill May Help Weight Loss, Too" in 5/21 edition.
- *The Atlanta Journal Constitution* (Atlanta, GA), 5/21, 332,719 readers
Ran brief in 5/21 edition.
- *The Houston Chronicle* (Houston, TX), 5/22, 748,036 readers
Ran weight loss story and mentioned that results were presented during APA meeting.
- *Los Angeles Times* 5/24, 1,385,373 readers
Picked up the weight loss news and ran in May 24 edition.

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- *The Irish Times* (United Kingdom), 5/24, audience numbers not available
Mentioned that "a drug currently used to treat depression and to help people give up smoking may help with weight loss. . . it is thought that the anti-depressant bupropion SR may make a person feel satisfied after eating a small amount. . ."
- *Richmond Times-Dispatch*, 5/27
Ran "Weight Loss Pill?"
- *London's Daily Mail* (United Kingdom), 6/15, audience numbers not available
Weight study story ran on 6/15.
- *Macoupin County Enquirer*, 6/24
Ran news of study in "Ask the Doctor."
- *Province*, (Vancouver, BC), 6/25, 220,000 readers
Ran "3-For-1 Drug – And It Doesn't Affect Sex."
- *Edmonton Journal*, (Edmonton, CN), 7/26, 152,506 readers
Picked up the *Daily Telegraph* (London) piece and ran with headline, "Pill Fights Depression, Smoking, Overweight."
- *The Guardian*, (UK) 7/13, audience numbers not available
One of the top two newspapers in the UK carried results of the weight study in July.
- *Rocky Mountain News*, (CO), 7/13, 380,598 readers
Picked up the *Guardian* (London) piece and ran with headline "New Drug That Could Be Bigger Than Viagra."
- *Times Record News*, (TX), 7/14, 38,800 readers
Ran mention of weight study in entitled "Developers Stumble Onto Anti-Smoking Aid."
- *Star Beacon*, (OH), 7/14, 23,000 readers
Picked up information from London's *Guardian* and ran "New Drug Could Be Bigger in Britain Than Viagra." The article talked about the benefits of bupropion for smoking cessation, as an antidepressant and weight loss.
- *Allure*, 9/99, current audience numbers not available
Ran "Wellbutrin and Weight Loss" in Mood News column. Mentioned Duke University and ran quote from Dr. Gadde.
- *FLAIR*, 9/99 (Toronto), audience numbers not available
Ran information about the study in September issue.

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Stories Picked Up From Scripps Howard News Service

- *The Patriot Ledger*, (Quincy MA), 5/21, 75,706 readers
Picked up the weight study from Scripps and ran on 5/21.
- *Greenville News*, (Greenville, SC), 5/21, 97,399 readers
"Drug May Help Folks Be Happy, Lose Weight and Stop Smoking."
- *Daily Press*, (Newport News, VA), 5/21, 97,116 readers
"Anti-depressant, Anti-smoking pill may help people lose weight, too."
- *Anderson Independent-Mail*, (Anderson, SC), 5/21, 40,829 readers
"New Uses Discovered for Drug", "Pill Fighting Depression, Nicotine Could Help with Weight Loss."
- *Sunday Republication*, (Waterbury, CT), 5/23, 77,000 readers
Picked up Scripps story and ran with headline, "Antidepressant, Anti-Smoking Drug May Also Fight Fat."
- *Press-Enterprise*, (Riverside, CA), 6/1, 166,708 readers
"Study: Stop-Smoking Drug May Help In Obesity Battle."
- *Oxnard Star*, (Oxnard, CA), 5/2, 18,690 readers
"Anti-depressant May Help Weight Loss."
- *Camarillo Star*, (Ventura, CA), 5/21, 12,136 readers
"Anti-depressant May Help Weight Loss."
- *Simi Valley Star*, (Simi Valley, CA), 5/21, 12,757 readers
"Anti-depressant May Help Weight Loss."
- *Moorepark Star*, (Moorepark, CA), 5/21, 6,000 readers
"Anti-depressant May Help Weight Loss."
- *Ventura County Star*, (Ventura, CA), 5/21, 94,954 readers
"Anti-depressant May Help Weight Loss."
- *Sunday Republican*, (Waterbury, CT), 5/23, 77,000 readers
"Anti-depressant, Anti smoking Drug May Also Fight Fat."
- *Albuquerque Tribune*, (Albuquerque, NM), 5/26, 24,294 readers
"Study Finds Anti-depression, Stop-smoking Drug Might Help People Lose Weight, Too."

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- *Enterprise*, (Brockton, MA), 5/21, 46,488 readers
"Anti-depressant, Anti-smoking Pill May Help Weight Loss, Too."
- *Evansville Courier & Press*, (Evansville, IN), 5/21, 107,966 readers
"Depression, Smoking Drug May Help With Weight Loss."
- *Times Herald Record*, (Middletown, NY), 5/21, 101,725 readers
"Depression Drug said to Aid in Weight Loss."
- *Leaf-Chronicle*, (Clarksville, TN), 5/21, audience numbers unavailable
"Pill That Treats Depression, Smoking May Help Weight Loss."
- *Grand Island Independent*, (Grand Island, NE), 5/21, 24,419 readers
"Smoking and Depression Drug May Also help With Weight Loss."
- *Las Vegas Sun*, (Las Vegas, NV), 5/21, 39,483 readers
"Drug that Combats Smoking, Depression May Help With Weight."
- *Missoulain*, (Missoula, MT), 5/21, 30,175 readers
"Anti-depressant used by Smokers May Curb Weight."
- *Trentonian*, (Trenton, NJ), 5/21, 60,296 readers
"New Pill May Help Weight Loss."
- *North Jersey Herald & News*, (Passaic, NJ), 5/21, 52,716 readers
"Anti-Smoking, Depression Drug May Cut Weight."
- *Thousand Oaks Star*, (Thousand Oaks, CA), 5/21
"Anti-Depressant May Help Weight Loss."
- *Record Searchlight*, (Redding, CA), 5/21, audience numbers unavailable
"Researchers Test Zyban/Wellbutrin's Effect on Obesity."
- *Indianapolis News*, (Indianapolis, IN), 5/21, 100,000 readers
"Weight Loss is Side Effect of Drug, Anti-Depressant Slimmed Women."
- *Denver Rocky Mountain News*, (Denver, CO), 5/21, 380,598 readers
"Anti-Smoking Pill May Help Weight Loss, Too."
- *News-Herald*, (Willoughby, OH), 5/21, 50,215 readers
"Drug May Help With Weight Loss."
- *Union Leader*, (Manchester, NH), 5/22, 63,134 readers
"Anti-Depressant, Anti-Smoking Drug Could Help People Lose Weight."

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- *Sunday Local News*, (West Chester, PA), 5/23, 34,250 readers
"Drug for Depression, Smoking May Help Weight Loss, Too."
- *Mississippi Press*, (Pascagoula, MS), 5/30, audience numbers unavailable
"Anti-Depressant, Anti-Smoking Pill May Help Weight Loss."

CW 9640